

To: Sampson, Tyrone, Pearson, Barbara, McMahon, Todd, McHugh, Michael, Martel, Tom, Jandes, Jeffrey K., James, Alan R., Hartman, Thomas, Fitzin, Thomas J.  
S=Callaghan; G=Chris; O=msmail; P=rjrt; A=rjx400; C=us  
From: S=Jacques; G=Mike; I=R.; O=msmail; P=rjrt; A=rjx400; C=us  
Posted: 5/29/98 10:43  
Opened: 5/29/98 14:53  
Subject: FW: New Measure Names and Definitions

-----Original Message-----

From: Harmon, G. Todd  
Sent: Friday, May 29, 1998 10:32 AM  
To: Jacques, Mike R.  
Subject: FW: New Measure Names and Definitions

To: NESA and WSA RBM's

Listed below are the two new Marlin Measures we have been waiting for. This measures your Average dollar discount without BSGSF for either total volume or promoted volume. This will be available with your April Marlin Causal Data. Actually, since there were some screw-ups in March (in some markets in some segments), and Capstone has to restate the March Data to correct them, it will also be available for the March period (once they have corrected the problems).

Happy Analyzing!!

Mike

-----Original Message-----

From: Harmon, G. Todd  
Sent: Thursday, May 28, 1998 3:14 PM  
To: Birmingham, Kevin (IRI); Hawkins, Shari C.; Strom, Wesley (IRI); Whiteheart, Cindy  
Cc: Marshall, Jeannie Y.; Petto, Frank G.; Richardson, Kevin; Zitta, Steve J.  
Subject: New Measure Names and Definitions

Price Avg \$ Disc \$ xBSGSF/Tot/Ctn Equiv

Short Name: DOLPRCDSCXTBSTOTCEQ

Definition: This measure calculates the average discount on a per carton basis for a product or group of products for price reduction dollars excluding BSGSF dollars, averaged across all sales of the product or group of products during the time period. This measure is based on the total dollar discount resulting from price reducing promotions other than BSGSF promotions on the sale of cartons, half-cartons, or packs. The result is averaged across TOTAL VOLUME and is expressed in dollars per carton equivalent. This measure can be averaged across products, time or geographies. Price reducing promotions other than BSGSF offers are on carton/pack coupons, discount stickers, and buy downs/store reductions.

Calculation: (SALES \$ REDUCTION W CPN/DISCT prd, mkt, tp)

-/5

(VOLUME (000) prd, mkt, tp)

51843 8233

Definition: This measure calculates the average discount on a per carton basis for a product or group of products for price reduction dollars excluding BSGSF dollars, averaged across all sales of price reduced products during the time period. This measure is based on the total dollar discount resulting from price reducing promotions other than BSGSF promotions on the sale of cartons, half-cartons, or packs. The result is averaged across promoted volume for price reducing promotions other than BSGSF promotions only and is expressed in dollars per carton equivalent. This measure can be averaged across products, time or geographies. Price reducing promotions other than BSGSF offers are on carton/pack coupons, discount stickers, and buy downs/store reductions.

Calculation:  $\frac{\text{SALES } \$ \text{ REDUCTION W CPN/DISCT prd, mkt, tp}}{\text{VOLUME W CPN/DISCT prd, mkt, tp}}$

--/5

(VOLUME W CPN/DISCT prd, mkt, tp)

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